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AUTHOR Johnson, Diane E.
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ABSTRACT

This training package, one in a series of instructional modules consisting of an instructor's guide and a student activity packet, deals with office reprographics. Included in the instructor's guide are general directions for implementing the presentation; a detailed guide for teaching the lesson that includes performance objectives, suggestions for discussion, optional student activities, suggested evaluation criteria, keys to the activities, and a narrative script for use with a separate slide/tape presentation (audiovisual material not included here); and a list of references. The student activity packet consists of an introduction; a list of performance objectives; a list of materials; directions for using the packet; a student checksheet; resource sheets dealing with comparing selected reprographic methods and preparing spirit, stencil, direct-image paper offset, and cut and paste masters; and activity sheets covering these same topics. (MN)

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OFFICE OCCUPATIONS

ED241684

OFFICE REPROGRAPHICS

INSTRUCTOR'S GUIDE
STUDENT ACTIVITY PACKET

Prepared by Diane E. Johnson

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OFFICE REPROGRAPHICS

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INTRODUCTION

This module, made up of a slide/tape presentation and accompanying printed materials, was developed as a result of a proposal funded by the Texas Education Agency to the Occupational Curriculum Laboratory at East Texas State University. Based on the results of a needs assessment of selected postsecondary office occupations instructors from across the state of Texas, this and several other modules were developed to provide instructional materials in competency areas that require formal classroom training. Selected postsecondary office occupations instructors assisted in the development, field review, and evaluation of the final product. To further insure the usability of these products, they were evaluated by members of a business advisory committee and tested by postsecondary office occupations students.

All of the materials in these modules have been developed with student needs and interests in mind and are designed with the flexibility for use as supplementary or primary teaching aids in many of the office occupations classes. The overall reading level of the printed student material in this particular package is 12.3 as calculated according to the FOG Index. In general, this reading level score is consistent with that which can be expected of postsecondary students. The added audio and visual stimuli, which emphasize the same vocabulary as that contained in the student material, help insure understanding by those students whose reading levels do not meet these expectations.

Included in each slide/tape package are a set of full-color slides, a script, a cassette tape, an instructor's guide, and a student activity packet. Each instructor's guide includes general instructions for use by an individual or in a group setting, the narrative for the slide/tape presentation, and specific instructions on how to use the materials in a particular package. The specific instructions section contains the performance objectives, suggestions for class discussion, special notes to the instructor, optional student activities, solutions for the activities completed by the students, and suggestions for evaluation of the work produced.

The student activity packet consists of a section on information the student must know in order to complete the activities, the performance objectives to be attained, any necessary resource materials, and the activities to be completed in order to master the competencies on which this module is based.

ACKNOWLEDGMENTS

We extend special thanks to the following committee members and their employers for their cooperation in reviewing, evaluating, and testing the materials developed through this project:

Business Advisory Committee

Carol Ann Edwards, Consultant, Texas Education Agency

Nancy Hunsucker, Administrative Manager, Kelly Services

Carol Lucas, Employment Assistant, Lone Star Gas Company

Teri Riza, Clerk-Typist, East Texas State University

Brenda Shuttlesworth, Office Manager, East Texas State University

Technical Advisory Committee

Dr. Jack E. Johnson, East Texas State University

Teacher Advisory Committee

Cathy Fothergill, Kilgore College

Virginia McKenzie, Tarrant County Junior College, South Campus

Delores Perez, Bee County College

Annie Williamson, Lamar University at Orange

In addition to these specific individuals, selected students at Kilgore College have tested these materials in their draft form and have provided valuable input for assuring that the final product meets the needs of the students for whose use this instructional package is intended.

Appreciation is also given to the following individuals at East Texas State University for their support, cooperation, and technical assistance.

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Ann Brodnax, Photographer

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University Print Shop

Carl Hyatt, Director

OFFICE REPROGRAPHICS

INSTRUCTOR'S GUIDE

GENERAL INSTRUCTIONS

Equipment Needed

Before using this presentation, make sure that arrangements have been made to have the following equipment available: a slide projector, a projection screen, and a cassette recorder/player.

Make sure that all equipment is working properly.

Preparations Before Class

1. Preview the slide/tape presentation and determine how it will be used in your class.
2. Plan short but relevant introductions to tell students what to look for in the slide/tape presentation.
3. Allow enough time to show the presentation in its entirety.
4. If you use handouts, be sure they are distributed after the presentation.

Procedures for Group Setting

1. Choose a point in the lesson where the slide/tape presentation will have the greatest impact.
2. After showing the slide/tape presentation, ask students to give highlights in their own words.
3. If necessary, show the presentation or parts of it again to emphasize points important to successful completion of the activities.
4. If necessary, make arrangements for students to use the slide/tape presentation on an individual basis.

Procedures for Individual Setting

1. Make sure space and equipment are available.
2. Check equipment to make sure it is working properly.
3. Demonstrate procedures for using the equipment.

4. Have students view the slide/tape presentation as many times as necessary to understand the information given.

Instructions for Using Slides and Cassette Tapes

1. Pick up each slide by its frame so that you do not touch the film.
2. Arrange the slides in the slide tray in sequential order with the slide number in the upper right corner facing you.
3. Insert the cassette tape into the recorder/player
4. Rewind the cassette tape to be sure it will start at the beginning.
5. Turn on the slide projector. The first slide should be projected onto the screen.
6. Start the cassette player.
7. Depress the advance button at the sound of the "beep" if you are using the audible advance.

(NOTE: Review the above procedures with those students who will be using the package individually.)

Student Checksheets

Student checksheets provide a convenient means for the student to take notes while viewing the slide/tape presentation. The points identified on the student checksheets are those the student will have to be familiar with in order to complete the activities provided.

Resource Sheets

Resource sheets contain information essential to the activities and serve as reinforcement for the competency requirements covered by the slide/tape presentation. Students should use the resource sheets as instructed in each student activity packet.

Activity Sheets

Activity sheets are working papers for students. Students are instructed to use them when completing certain activities.

INSTRUCTOR'S GUIDE

OFFICE REPROGRAPHICS

SPECIFIC INSTRUCTIONS

Introduction

Office Reprographics is a competency-based audiovisual aid developed to help students obtain skills in determining reprographics needs as well as in master preparation and correction for a variety of reprographics methods.

This slide/tape package consists of 78 full-color slides, a cassette tape, an instructor's guide, a script, and a student activity packet that could be used as primary or supplementary instructional tools in a variety of courses, including typewriting, office machines, reprographics, and office procedures. Any of these written materials, which are not copyrighted, can and should be reproduced in order to provide an adequate supply of materials for completing the activities; there are no separately printed student materials.

Performance Objectives

If a student satisfactorily completes this instructional package, the following competencies can be expected:

1. The student will be able to describe, verbally or in writing
   a. Spirit duplication
   b. Stencil duplication
   c. Offset duplication
2. The student will be able to list the capabilities of
   a. Convenience copiers
   b. Copier-duplicators
   c. Intelligent copiers
   d. Automated typewriters
   e. Composer typewriters
   f. Phototypesetters
   g. Photocomposers
   h. Facsimile
3. The student will be able to list the seven criteria for determining the appropriate reprographics method for the task to be completed.
4. The student will be able to identify the appropriate reprographics method for specifically described tasks.
5. The student will be able to prepare camera-ready copy.
6. The student will be able to prepare a "cut-and-paste" master.
7. The student will be able to prepare a spirit (fluid) master.
8. The student will be able to prepare a stencil master.
9. The student will be able to prepare a paper offset master.

Special Notes to the Instructor

This instructional audiovisual package may be used in its entirety in a group setting or as a component of an individualized instruction curriculum. The instructor who desires to adapt this particular package to the specific needs of the program may find the following suggestions helpful.

1. This package is designed to be used with or without equipment. The slide/tape concentrates on explaining the various reprographics methods without giving detailed instructions on how to prepare the master or how to operate the equipment.

2. Resource sheets detailing the step-by-step procedure for preparing "cut-and-paste" masters, spirit masters, stencil masters, and direct-image paper offset masters are provided in the student activity packet. The student(s) will use these resource sheets to prepare the copy required in activities 2 through 6.

3. If you wish the student(s) to duplicate any of the masters prepared in activities 2 through 6, detailed instructions on the use of the appropriate equipment must be given. These instructions are not provided in this package since availability and operation of the equipment varies from campus to campus and brand to brand.

4. The activities provided in the student activity packet have been designed to be progressive in nature with one activity "building" on the work completed in the previous task. Therefore, the activities must be completed in their numbered order.

5. If any of the provided activities cannot be used in your setting, or if students require additional activities to achieve the performance objectives, refer to the section entitled "Optional Student Activities." Neither resource sheets nor activity sheets are provided for these optional activities.

6. The instructor who wishes to present this material in smaller segments will find logical stopping points immediately following each of these slides: 9 (spirit duplication); 15 (stencil duplication); 23 (offset duplication); 43 (plain paper copiers); 47 (automated typewriters); 52 (composer typewriters); 57 (phototypesetters); 60 (facsimile); 78 (factors to determine appropriate reprographics methods).

7. Testing instruments are not included with this package. The following are provided as possible means of testing mastery of the competencies addressed:

   a. Use Activity 1 as a "quiz" over the slide/tape presentation.

   b. Purchase commercially available resources that contain tasks designed to evaluate mastery of the competencies.

   c. Adapt previously purchased or developed materials to test mastery of the competencies.

   d. Personally develop activities (performance test tasks) that incorporate the competencies addressed.

Time and Facilities

Approximately one 45- or 50-minute class period should be set aside for a brief introduction to and presentation of the slide/tape, which can be shown in any room that can be darkened or that has individual carrels equipped with slide carousels and cassette tape players. In addition, at least a part of one class period, prior to use of the slide/tape presentation, should be set aside to explain and discuss the difference between centralized and decentralized reprographics operations.

As a method of reinforcing the information contained in the slide/tape presentation, additional time should be spent discussing and demonstrating the preparation and reproduction of the various masters. Finally, students should be able to complete the six activities in approximately 3 hours, exclusive of duplication time. The actual time spent in completing this package will vary with the amounts and types of discussion activities that take place and with the abilities of the students. If the instructor adds other activities or requires students to reproduce the prepared masters, additional time will be needed. Furthermore, the necessity for adding performance objectives must be considered. The estimated time needed to complete the provided activities is based on field test results of postsecondary students.

Suggestions for Discussion (for use in a group setting)

1. Before this slide/tape is presented, discuss with the students the performance objectives that must be met. Define reprographics and show examples of the materials and supplies needed to produce and correct each of the following types of masters: spirit (fluid) master, stencil master, paper offset master, copier master.
2. Discuss the limited use of "carbons" as a reprographics method.
3. After the slide/tape has been presented, discuss the reprographics methods used most prevalently in your geographical location. If possible, categorize the various methods according to the types of businesses in which they are most often used, i.e., spirit (fluid) duplicator/elementary and secondary schools.
4. If students will be required to "run" any of the masters they prepare, carefully demonstrate use of the appropriate equipment.
5. If possible, arrange to have one office employee from a small firm and one employee from a reprographics center discuss with the class their reprographics responsibilities on the job. At the conclusion of the presentation, allow students to ask questions of the speakers; then, summarize the presentations by pointing out the major differences in their assigned duties and responsibilities.

Optional Student Activities

Six activities are provided in the student activity packet. These activities are designed to reinforce the information presented on the slide/tape and to give students an opportunity to develop and demonstrate mastery of the performance objectives.

The following suggestions for additional activities may be used with students who need further skill refinement in these competencies, in courses where any or all of the provided activities are inappropriate, or as additional opportunities for students to master the competencies.

1. If possible, arrange a field trip to a reprographics center of a large local company.

2. Demonstrate the use of those pieces of reprographics equipment to which you have access. Then, require the students to use the equipment to reproduce the masters prepared in the provided activities.

3. In an individualized instruction setting, give a general equipment demonstration to small groups of students or to the class as a whole. Then, guide the first student who is ready to duplicate a particular master through the actual process. Have that student, in turn, "teach" the next student how to operate the equipment. Repeat this process, having each student train the next student in the use of the equipment, until all students are able to operate each available piece of reprographics equipment.

4. After the class is skilled in the preparation of various masters and the operation of the available equipment, organize and operate the classroom as a reprographics center for a one-week period (or for any other specified length of time). Advertise the service to faculty, staff, and administrators and provide a job order form on which users of the service can specify their needs. Divide the students into small groups, with each group responsible for one reprographics method. Rotate the groups so that each group has the opportunity to work on each type of method.

5. Using teacher-prepared or commercially available material, assign students additional tasks on each of the processes presented in the student activity packet.

6. Contact local vendors to bring in and demonstrate those types of equipment to which you do not have easy access. Ask the vendors to leave the equipment in the classroom for several days so that each student can have the opportunity to operate it. If this is impossible, request that the vendor allow each student the opportunity to briefly operate the equipment immediately after the demonstration.

Suggested Evaluation Criteria

The following is a checklist that can be used when evaluating the student's successful completion of this package. This checklist is not intended as a method of grading but merely as a means of determining whether or not the student has mastered the competencies presented in this package.

1. Activity 1
   a. The student responded to all ten items. _____
   b. The activity sheet was completed neatly and accurately. _____

2. Activity 2

   a. The student typed the copy on plain typing paper. _____

   b. The copy was typed neatly and accurately. _____

   c. The copy was placed attractively on the page. _____

3. Activity 3

   a. The student prepared a "cut-and-paste" master. _____

   b. The words FOR DISCUSSION ONLY were typed at the top of the page. _____

   c. The following changes from the original copy were made:

      (1) The second sentence of the first paragraph was omitted. _____

      (2) The second full paragraph was placed above the table. _____

      (3) A final paragraph reading "I hope you will join us in this final sales promotion of the year" was added. _____

   d. Cut and pasted sections of the master were aligned vertically. _____

   e. Cut and pasted sections of the master were aligned horizontally. _____

   f. The copy was typed neatly and accurately. _____

   g. The copy was placed attractively on the page. _____

4. Activity 4

   a. The student prepared a spirit (fluid) master. _____

   b. The message was prepared in the form of a memorandum. _____

   c. The student added an appropriate subject line. _____

   d. The student inserted the required note, in all caps, immediately preceding the body of the message. _____

   e. The body of the message was that which was developed in Activity 3. _____

   f. The student added reference initials to the end of the memorandum. _____

   g. The copy was typed neatly and accurately. _____

   h. Any necessary corrections were made neatly and were reproducible. _____

   i. The copy was placed attractively on the page. _____

5. Activity 5

   a. The student prepared a stencil master. _____

   b. A note reading FOR YOUR INFORMATION--ANNOUNCEMENT OF OUR WINTER SALES PROMOTION. FILE FOR FURTHER REFERENCE. was typed in all caps at the top of the master. _____

c. The note was signed A. L. Day and the signature was initialed by the student. _____

d. The following changes from the message prepared in Activity 4 were made:

(1) In paragraph 1, sentence 1, "Listed below are . . ." was changed to "The table below shows . . ." _____

(2) The books listed in the table are listed in alphabetical order. _____

e. The copy was typed neatly and accurately. _____

f. Any necessary corrections were made neatly and were reproducible. _____

g. The copy was placed attractively on the page. _____

6. Activity 6

a. The student prepared a direct-image paper offset master. _____

b. The message was prepared as a form letter. _____

c. The student allowed room for insertion of the inside address and the salutation. _____

d. The body of the letter was that which was developed in Activity 5. _____

e. The student added

(1) an appropriate complimentary close _____

(2) the signature (initialed by the student) of A. L. Day _____

(3) the typed name and position of A. L. Day, Sales Coordinator _____

(4) reference initials _____

f. The copy was typed neatly and accurately. _____

g. Any necessary corrections were made neatly and were reproducible. _____

h. The copy was placed attractively on the page. _____

7. Completion time for activities

a. Completion time was less than the suggested time limits. _____

b. Completion time was within the suggested time limits. _____

c. Completion time was greater than the suggested time limits. _____

KEYS TO ACTIVITIES

The keys to the activities are shown below and on the next page.

The dotted lines shown on the key for Activity 3 indicate "cut-and-paste" positions for the sections cut from the camera-ready copy prepared in Activity 2 as well as for those sections newly typed for this job.

The notes types in all caps in Activities 3, 4, and 5 need not be placed exactly as they are shown in the keys. Students were given only general directions for placement. The notes in activities 3 and 5 were to be placed at the top of the master. The note in Activity 4 was to be typed below the heading lines and above the body. Any acceptable placement should be considered to be correct.

The key to Activity 6 is shown on letterhead paper. This illustrates what the letter would look like if it were duplicated on the letterhead provided. The masters prepared by the students will not include the company letterhead.

Each task will include the preparation of a different type of reprographics master. The type of master prepared for each task is indicated adjacent to the activity number.

****

Activity 1

ACTIVITY SHEET

Activity 1

INSTRUCTIONS: Determine the most appropriate reprographics method for each situation listed below. Record your answers in the spaces provided.

1. Letters to the ten persons who donate at least $15,000 annually to your charitable organization.	AUTOMATED TYPEWRITER
2. Form letters to 50,000 potential customers	OFFSET
3. A file copy of an outgoing letter	CONVENIENCE COPIER
4. A short memorandum to the 17 departmental secretaries in your company.	SPIRIT (FLUID)
5. A company newsletter containing photographs, charts, illustrations, etc.	OFFSET
6. Ten copies of a 14-inch by 16-inch four-color illustration to be used in an advertising campaign.	COPIER-DUPLICATOR
7. A promotional letter to be printed in dark blue ink on buff paper and sent to 2,000 active members of the university alumni association.	STENCIL
8. Fifteen copies of an incoming letter of complaint	CONVENIENCE COPIER
9. A short form requesting change of address information from the 114 employees of your firm.	SPIRIT (FLUID)
10. A test to be taken by 400 students	STENCIL

Activity 2: Camera-Ready Copy

Listed below are our five best selling publications and the cost and profit figures for each. These books have been on our "best seller" list for the past thirty days, and each of them is included on the list of the 25 best selling books nationally.

Title	Wholesale Price	Retail Price	Total Profit
Cambric	$8.73	$11.97	$5.42
Developing Personal Resources	7.03	11.25	4.36
Western Heroes	6.14	9.84	3.80
Bright Colors	5.17	9.14	3.54
Blue Collar Jobs	4.13	6.91	2.69

Since the success of these publications depends on the display placement and the publicity they receive in your store, we are offering you an additional 2 percent commission on any sales of these five publications that occur between November 1 and January 1. As you can see from the table, this additional commission can amount to as much as 18 cents for each book sold.

To take advantage of this offer, keep a record, by title, of all books sold (a copy of your sales receipt will suffice). Then, at the end of the promotion period but before January 10, prepare a sales report on these five publications for the 60-day promotion period. Send to me that report and copies of the sales receipts that identify sales of these books. Within four weeks you will receive notification of the additional amount of commission to which you are entitled.

BEST COPY AVAILABLE

Activity 3: Cut-and-Paste Master

FOR DISCUSSION ONLY

Listed below are our five best selling publications and the cost and profit figures for each.

Since the success of these publications depends on the display placement and the publicity they receive in your store, we are offering you an additional 2 percent commission on any sales of these five publications that occur between November 1 and January 1. As you can see from the table, this additional commission can amount to as much as 18 cents for each book.

Title	Wholesale Price	Retail Price	Total Profit
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To take advantage of this offer, keep a record, by title, of all books sold (a copy of your sales receipt will suffice). Then, at the end of the promotion period but before January 10, prepare a sales report on these five publications for the 60-day promotion period. Send to me that report and copies of the sales receipts that identify sales of these books. Within four weeks you will receive notification of the additional amount of commission to which you are entitled.

I hope you will join us in this final sales promotion of the year.

Activity 4: Spirit (Fluid) Master

MEMORANDUM

TO: The Sales Staff DATE: Current

FROM: A. L. Day, Sales Coordinator

SUBJ: Planned Announcement for Sales Promotion

PLEASE READ AND RESPOND TO THE FOLLOWING ANNOUNCEMENT OF OUR LATEST SALES PROMOTION, WHICH WILL BE OFFERED TO ALL LOCAL DISTRIBUTORS OF DERBY BOOKS. WRITE SUGGESTIONS FOR CHANGES TO THE ANNOUNCEMENT DIRECTLY ON THIS COPY AND RETURN IT TO ME BEFORE NOON ON FRIDAY.

Listed below are our five best selling publications and the cost and profit figures for each.

Since the success of these publications depends on the display placement and the publicity they receive in your store, we are offering you an additional 2 percent commission on any sales of these five publications that occur between November 1 and January 1. As you can see from the table, this additional commission can amount to as much as 18 cents for each book.

Title	Wholesale Price	Retail Price	Total Profit
Cambric	$8.73	$13.97	$5.42
Developing Personal Resources	7.03	11.25	4.36
Western Heroes	6.14	9.84	3.80
Bright Colors	5.17	9.14	3.54
Blue Collar Jobs	4.33	6.93	2.69

To take advantage of this offer, keep a record, by title, of all books sold (a copy of your sales receipt will suffice). Then, at the end of the promotion period but before January 10, prepare a sales report on these five publications for the 60-day promotion period. Send to me that report and copies of the sales receipts that identify sales of these books. Within four weeks you will receive notification of the additional amount of commission to which you are entitled.

I hope you will join us in this final sales promotion of the year.

ref

Activity 5: Stencil Master

FOR YOUR INFORMATION--ANNOUNCEMENT OF OUR WINTER SALES PROMOTION. FILE FOR FUTURE REFERENCE.

A. L. Day

The table below shows our five best selling publications and the cost and profit figures for each.

Since the success of these publications depends on the display placement and the publicity they receive in your store, we are offering you an additional 2 percent commission on any sales of these five publications that occur between November 1 and January 1. As you can see from the table, this additional commission can amount to as much as 18 cents for each book sold.

Title	Wholesale Price	Retail Price	Total Profit
Blue Collar Jobs	$4.33	$ 6.93	$2.69
Bright Colors	5.17	9.14	3.54
Cambric	8.73	13.97	5.42
Developing Personal Resources	7.03	11.25	4.36
Western Heroes	6.14	9.84	3.80

To take advantage of this offer, keep a record, by title of all books sold (a copy of your sales receipt will suffice). Then, at the end of the promotion period but before January 10, prepare a sales report on these five publications for the 60-day promotion period. Send to me that report and copies of the sales receipts that identify sales of these books. Within four weeks you will receive notification of the additional amount of commission to which you are entitled.

I hope you will join us in this final sales promotion of the year.

Sincerely,

A. L. Day

Sales Coordinator

ref

BEST COPY AVAILABLE

Activity 6: Paper Offset Master

DERBY BOOKS

14079 Riverside Drive Chicago, IL 60609

Current Date

The table below shows our five best selling publications and the cost and profit figures for each.

Since the success of these publications depends on the display placement and the publicity they receive in your store, we are offering you an additional 2 percent commission on any sales of these five publications that occur between November 1 and January 1. As you can see from the table, this additional commission can amount to as much as 18 cents for each book sold.

Title	Wholesale Price	Retail Price	Total Profit
Blue Collar Jobs	$4.33	$ 6.93	$2.69
Bright Colors	5.17	9.14	3.54
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Western Heroes	6.14	9.84	3.80

To take advantage of this offer, keep a record, by title of all books sold (a copy of your sales receipt will suffice). Then, at the end of the promotion period but before January 10, prepare a sales report on these five publications for the 60-day promotion period. Send to me that report and copies of the sales receipts that identify sales of these books. Within four weeks you will receive notification of the additional amount of commission to which you are entitled.

I hope you will join us in this final sales promotion of the year.

Sincerely,

A. L. Day

Sales Coordinator

ref

SLIDE NO.	SLIDE DESCRIPTION	NARRATIVE
1	Focus/Synchronize Slide	
2	Title Slide	Office Reprographics
3	Stop Slide	Before beginning this slide/tape presentation, stop the recorder and locate the Student Checksheet in your Student Activity Packet. This checksheet provides a convenient means of taking notes on those portions of the presentation that you will need to know in order to confidently complete the activities that accompany this slide/tape presentation.
4	quad split: a typewriter, spirit duplicator, stencil duplicator, offset press	Reprographics refers to any and all methods of duplicating written material. In the past, business has relied upon the office typewriter as well as spirit, stencil, and offset duplication to produce multiple copies.
5	quad split: a convenience copier, copier-duplicator, composer typewriter, facsimile	Today, however, with the advent of convenience copiers, copier-duplicators, composers, photocompositors, and facsimile, the focus has changed. This slide/tape presentation will briefly discuss the "traditional" reprographics methods but will concentrate on the newer, more advanced methods.
6	a spirit duplicator comp. = spirit duplication	Spirit or fluid duplication is an inexpensive means of producing multiple copies. Copies cost only one-half to one cent each.
7	a spirit duplication master	A special master that includes a white master sheet and a carbon-like transfer sheet is typed or written on, producing a reverse or mirror image. When the white master is run, the dye on the master is moistened by the alcohol in the duplicator and the correct image is printed.
8	copies made on a spirit duplicator	Although this process is comparatively inexpensive, the quality of the resulting copies is too poor to be reproduced on a copier; and the process is messy. The carbon easily rubs off on hands, clothing, and machinery.
9	a public school building	These disadvantages, plus the fact that a maximum of 200 usable copies can be produced from one master, contribute to the unpopularity of this duplication method. Today, fluid duplication is limited almost exclusively to some educational institutions that want to provide faculty and staff with a fast, economical means of duplication.
10	a stencil duplicator comp. = stencil duplication	Businesses that once used fluid duplicators have often turned to stencil duplication, a process that is clean; that costs from one-half to two cents per copy; and that produces up to 3,000 clear, dark copies from one master.

SLIDE NO.	SLIDE DESCRIPTION	NARRATIVE
11	a stencil master	The stencil master is made up of a cushion sheet, a wax-covered fiborous material, and a heavy paper backing.
12	the typewriter adjustment for stencil	The typist "cuts" a stencil by typing on it after disengaging the typewriter ribbon, so that the keys or element strike the master without coming in contact with the ribbon;
13	writing with a stylus	by writing on it with a sharp, pointed instrument called a stylus;
14	a thermographic copier	or by using a thermographic copier to transfer the typed copy onto a master.
15	copies made on a stencil duplicator	When the master is "cut," the wax covering is pushed aside, leaving the fiber base intact. Ink flows through this fiber to produce the printed document. Although the copies are not print quality, they are acceptable for limited distribution both inside and outside the office.
16	an offset duplicator (press) copy = offset duplication	Offset duplication, which produces a print-quality copy, has become a popular printing method, especially in large organizations that have their own reprographics centers with trained offset equipment operators.
17	an offset master; reproducing pens, pencils, and ribbons	The offset master can be a single sheet of plastic, paper, or plastic-coated paper. Using special reproducing ribbons, pens, or pencils, the typist writes or types on the master to produce a direct image.
18	an aluminum offset plate	Another type of offset master that is especially designed for printing thousands of copies is an aluminum plate sensitized to accept photographic images.
19	colored copy	The printing occurs when the oil-based ink in the duplicator comes in contact with the oil-based image on the master. This process allows for printing in a variety of colors;
20	graphic copy	for printing fine-line artwork and graphics;
21	half-tone copy	and even for printing half-tone photographs.
22	1. Versatility 2. Low per-copy cost 3. Long-run capabilities	The popularity of offset duplication can be traced to three factors: its versatility, the low per-copy cost that ranges from one-half cent for regular printing to $1 for special jobs, and the long-run capabilities of the master.

SLIDE NO.	SLIDE DESCRIPTION	NARRATIVE
23	two types of masters comp. = numbers of copies	One paper offset master can produce up to 2,500 good copies; and an aluminum plate will produce approximately 50,000 copies.
24	tri-split: convenience copier, copier-duplicator, intelligent copier	Plain-paper copiers, because of their ease of operation and master preparation, have revolutionized office copying and duplicating. There are three common types of copiers used in the office: the convenience copier, the copier-duplicator, and the intelligent copier.
25	a convenience copier	Convenience copiers are usually table- or desk-top models which are accessible to almost every office employee.
26	a copy from a convenience copier	Although convenience copiers do not reproduce colors or have the capabilities of larger machines, they usually produce clear copies from a single-sheet typed or hand-written original.
27	a cartooned sign relating to numbers of copies	Because convenience copiers are not intended for large volume copying, most offices limit the number of copies made from one original to a maximum of twenty. At this level of use, the per-copy cost ranges from two and one-half cents to eight cents, depending upon the machine used.
28	copies stamped "For Review Only"	And, although convenience copiers produce dark, clear copies, these copies are not print quality. Therefore, distribution of these items is usually limited to company use--as file copies or as discussion copies which will later be revised and printed.
29	a copier duplicator	Copier-duplicators are larger than convenience copiers and combine quality copying with volume duplicating capabilities.
30	a copy that has been reduced or enlarged	These machines, which can produce copies that appear to be printed, have a wide variety of features, including but not limited to: 1. Enlargement and reduction of original documents.
31	the feed function indicator	2. Automatic feeding of single sheets of a multiple-page document.
32	a two-sided copy	3. Two-sided printing.
33	color copy	4. Color reproduction.
34	examples of these items	5. Duplication of transparencies, offset masters, mailing labels, and so forth.

SLIDE NO.	SLIDE DESCRIPTION	NARRATIVE
35	the interruption key	5. Interruption of a long run to make copies of a separate document while the copier "remembers" where to begin again when the interruption is canceled.
36	a chart: cost effectiveness of long-run vs. short-run	The copier-duplicator can be used efficiently to produce in excess of 3,000 copies of an original document at a cost of one and one-half to four cents per copy. This cost effectiveness, however, is severely diminished when the equipment is used to reproduce ten or fewer copies.
37	an intelligent copier	The intelligent copier is equipped with a microprocessor which adds both operational and diagnostic functions to the machine.
38	cartoon to depict this concept	In addition to having the same capabilities as other copiers, this machine can communicate with word processing and phototypesetting equipment.
39	malfunction lights	It can even diagnose its own malfunctioning through a series of light indicators.
40	cartoon: 2 or 3 people comp. = key operators	Although the complexity of copiers varies, copiers of all types require operators who have at least a minimum of training. This training is usually offered by the vendor who trains one to three employees in the organization as key operators.
41	stacks of paper	In addition to other duties, those key operators become responsible for maintaining the paper supply,
42	toner and developer	for adding toner and developer when necessary,
43	someone clearing a paper jam	and for clearing paper jams or other problems when the machine experiences a minor malfunction.
44	an automated typewriter	Another type of reprographics equipment is the automated typewriter. There are many automated typewriters with a variety of capabilities, but most of them have similar reprographics capabilities.
45	a play-back key	At the touch of a button, these typewriters can play back previously recorded copy that has been stored in machine memory, on cassettes, or on paper or magnetic cards or tape. Depending upon the speed of the printing equipment used, an original document can be produced in seconds.

SLIDE NO.	SLIDE DESCRIPTION	NARRATIVE
46	someone at the automatic typewriter	This equipment, however, requires the continuous attention of an operator while it reproduces documents at the rate of 175 words per minute to 30 pages per minute. This means a higher per-copy cost than that associated with other reprographics methods.
47	an original document	The deciding factor in using automated typewriters for reprographics functions is the value of the benefits that might result from the positive impression an original typed document makes on the receiver.
48	a reprographics center	In addition to the previously mentioned reprographics possibilities, large-scale reprographics operations also offer services and equipment for composing and photo-typesetting as well as for facsimile.
49	a composer typewriter	Composer typewriters are specialized typewriters that allow the operator to perform functions that are not possible on many standard or text-editing typewriters.
50	proportional spacing feature	1. Proportional spacing enables the copy to occupy less space than it would if typed on a standard office machine. Proportional spacing results in copy that is less costly to produce and is more attractive.
51	samples of several typestyles	2. A greater variety of typestyles adds to the attention-getting possibilities and the readability of the copy.
52	automatic margin set feature	3. Automatic setting of margins and vertical spacing saves time and machine manipulation.
53	a photo typesetter	Phototypesetting equipment produces the same type of material as does the composer typewriter--only the process differs. In phototypesetting a photographic technique sets the type.
54	the finished product	The phototypesetter takes a picture of each character and then prints these characters at high speed onto photosensitive paper.
55	photosensitive paper; part of the same item pasted up	The photosensitive paper is then used as a master copy from which an offset master can be produced.
56	a photocomposer terminal	Newer models of the phototypesetter, known as photocomposers, combine phototypesetting with composing and text editing capabilities.

SLIDE NO.	SLIDE DESCRIPTION	NARRATIVE
57	these commands as they appear on the screen	Photocomposition equipment allows the operator to edit copy and to insert such typesetting commands as size and style of type, spacing, and alignment.
58	a facsimile	Facsimile, another reprographics method, incorporates scanning and recording capabilities.
59	cartoon of this concept	With this equipment, whose use is rapidly growing in the business community, a document can be "read" at one location, sent by electronic signal to another location, and printed out or recorded at the receiving facsimile.
60	cartoon of this concept	These machines, which are sometimes referred to as telecopiers, send document copies electronically to other machines in the same building or by satellite to distant countries, at a cost of less than twenty cents per page.
61	the number 7	With so many reprographics methods from which to choose, the office employee must be able to judge which of the methods is "right" for the job. Seven factors should be considered to insure that the method chosen will provide the most appropriate quality copy at the least cost.
62	1. The size . . .	1. The size of the original document. Documents larger than 8½ by 11 inches require machires capable of handling oversized paper, or machines that have reduction capabilities. Documents less than a full page in length are most inexpensively duplicated on a roll-fed copier which allows the operator to determine the length of the paper.
63	1. The size . . . 2. The number . . .	2. The number of copies needed. Per-copy cost decreases as the number of copies reproduced increases. At the same time, however, some types of equipment are designed to reproduce only limited numbers of copies, and some methods are more expensive than the task warrants.
64	1. The size . . . 2. The number . . . 3. The quality . . .	3. The quality of copy required. Copies to persons outside the firm must be of better quality than those that go to company personnel. Some reprographics methods result in high-quality copy, while some other methods are intended for only acceptable quality at a low cost. The intended use of the material will determine the quality required.

SLIDE NO.	SLIDE DESCRIPTION	NARRATIVE
65	1. The time . . . 2. The number . . . 3. The quality . . . 4. The time . . .	4. The time available. The master preparation time, the speed of the equipment, and the necessity of a specialized operator must all be taken into consideration. If copies are required on short notice, a more expensive than necessary but faster reprographics method may have to be employed.
66	1. The time . . . 2. The number . . . 3. The quality . . . 4. The time . . . 5. The quality . . .	5. The quality of the original. A clean, clear copy will reproduce well using almost any method; a blurred or light document might require special equipment for acceptable reproduction or may have to be retyped before it can be reproduced.
67	1. The time . . . 2. The number . . . 3. The quality . . . 4. The time . . . 5. The quality . . . 6. Special . . .	6. Special treatments needed. Special treatments such as color printing, reduction or enlargement of photographs, special artwork or hand lettering will not only increase the cost if done by a company employee but also may require the use of outside printers at an even higher cost. The added cost and time involved must be balanced against the importance of the document.
68	1. The time . . . 2. The number . . . 3. The quality . . . 4. The time . . . 5. The quality . . . 6. Special . . . 7. The cost.	7. The cost. Cost is determined by the number of copies needed, the equipment available, the specialized treatments required, and the type of paper used. Although cost may be considered a secondary factor in some circumstances, business is always cost conscious and expects to get "the most for its money."
69	Paper Master Preparation	Two other factors that impact copy cost and quality are the paper on which a document is printed and the preparation of the master.
70	a user's manual	Although some equipment can handle almost any type of paper, other equipment requires specific paper weights, sizes, and finishes to produce a high-quality copy. These requirements, if they exist, will be outlined in the user's manual.
71	cartooned: a scale	The quality of the paper will not only be dictated by the equipment used but also by the importance of the job. Paper weight, size, color, and finish all contribute to the impression made by a document. The more important the job or client, the better the quality of the paper must be.
72	camera-ready copy	The quality of the master preparation will also contribute to the cost and acceptability of the finished copy. Sometimes the master must be "camera ready." That means it must be without error; it must be printed or typed in a dark, even ink; and it must be without smudges or shadows--every deviation will show on the final copy.

SLIDE NO.	SLIDE DESCRIPTION	NARRATIVE
73	a cut-and-paste master and examples of the finished product	At other times and on other types of material, the person who prepares the master copy is not required to prepare a "camera-ready" copy. On many pieces of equipment, copies made from a master that has been "pieced together" will appear as neat and clean as it would if it were made from a perfect original.
74	someone pasting up copy	Corrections and changes may be cut and pasted onto the original; entire sections may be rearranged in the same manner; unwanted words and phrases can be eliminated--all with little or no retyping.
75	notes on copy in non-reprographic blue ink	Even notes written on the master with a nonreprographic pen or pencil will not be reproduced onto the copies.
76	cartooned: a clock and money	An awareness of what may and may not be done in the preparation stage can save both time and money for the company. And this awareness can only be achieved through a working knowledge of the equipment and the processes.
77	a photograph of a reprographics center	Reprographics is no longer limited to simple master preparation and duplication. The applications are wide ranging and the equipment and supplies are both sophisticated and varied. The office employee who may be responsible for producing multiple copies of any document must be knowledgable about this facet of the position.
8	Credits Slide	

RESOURCES AND REFERENCES

Books

Houghton Mifflin
One Beacon Street
Boston, MA 02107

Office Machines (1982), Lasater, Lasater

McGraw-Hill Book Company
13955 Manchester Road
Manchester, MO 63011

Executive Secretarial Procedures (1980), Place, Byers, Uthe

The Manager's Guide to Copying and Duplicating (1980), Hanson

Office Reprographics (1979), Stewart, Scharle

Secretarial Office Procedures (1981), Lee, Brower

South-Western Publishing Co.
5105 Madison Road
Cincinnati, OH 45227

Duplicating Machine Processes--Stencil, Fluid, Offset, and Copier (1975), Pasewark

Secretarial Procedures and Administration (1978), Hanna, Popham, Tilton

Study Guides

Occupational Curriculum Laboratory
East Texas State University
Commerce, TX 75428

Office Machines (1981), Burrow

STUDENT ACTIVITY PACKET

OFFICE REPROGRAPHICS

STUDENT ACTIVITY PACKET

Introduction

Reprographics is a general term used to refer to any and all methods by which materials are reproduced. Although the term is often applied to centralized departments which specialize in reproduction and duplication, every office employee has occasion to use at least a convenience copier. Furthermore, employees at all levels--from clerk to manager--must be familiar enough with the various methods to be able to determine which reprographics method should be ordered for various tasks.

Performance Objectives

After satisfactorily completing this instructional package, you will be able to:

1. Describe, orally or in writing,
   a. Spirit duplication
   b. Stencil duplication
   c. Offset duplication
2. List the capabilities of
   a. Convenience copiers
   b. Copier-duplicators
   c. Intelligent copiers
   d. Automated typewriters
   e. Composer typewriters
   f. Phototypesetters
   g. Photocomposers
   h. Facsimile
3. List the seven criteria for determining the appropriate reprographics method for the task to be completed.
4. Identify the appropriate reprographics method for specifically described tasks.
5. Prepare camera-ready copy.
6. Prepare a "cut-and-paste" master.
7. Prepare a spirit (fluid) master.
8. Prepare a stencil master.
9. Prepare a paper offset master.

Materials

*Student checksheet for use with slide/tape presentation

*Resource sheets 1-6
    Resource Sheet 1: Comparison of Selected Reprographics Methods
    Resource Sheet 2: Preparing a Spirit (Fluid) Master
    Resource Sheet 3: Preparing a Stencil Master
    Resource Sheet 4: Preparing a Direct-Image Paper Offset Master
    Resource Sheet 5: Preparing a "Cut-and-Paste" Master
    Resource Sheet 6: Instructions for Activities
Activity sheets 1-2
    Activity Sheet 1: Activity 1
    Activity Sheet 2: Activity 6
Pen or pencil
Typewriter
Typing paper
Scissor
Rubber cement or white glue
White correction fluid or correcting "lift-off" typewriter ribbon
One spirit (fluid) master
    Razor blade or correction knife
One stencil master
    Stencil correction fluid
    Paper clip or burnisher
    Stylus or dry ball-point pen
One paper offset master
    Offset eraser
    Offset or reproducing pen or pencil

*These materials are provided as a part of this activity packet.

Directions

This packet contains six activities. Each activity is detailed on Resource Sheet 6, which contains instructions and/or needed information. In addition, activity sheets are provided when they are necessary for the completion of an activity. To complete each of the provided activities, follow these directions:

1. Carefully read and follow the specific instructions on Resource Sheet 6.
2. Assemble any supplies and/or equipment you will need to complete the activity.
3. Complete the work called for in the instructions.
4. Check over your work for completeness and accuracy.

When all of the activities have been completed, submit them to your instructor for evaluation.

(NOTE: Activities 2 through 6 are progressive in nature--each builds upon the previous activity completed. Therefore, these activities must be completed in their numbered order.)

STUDENT CHECKSHEET

(To Be Used With Slide/Tape Presentation)

This sheet is provided as a convenient means of taking notes during the slide/tape presentation. The answers to the questions presented here will be useful when completing the activities that accompany this presentation.

1. List three disadvantages of spirit (fluid) duplication.
   a. _____
   b. _____
   c. _____

2. List three ways of "cutting" a stencil.
   a. _____
   b. _____
   c. _____

3. List the three factors that have made offset duplication the most popular office duplication method.
   a. _____
   b. _____
   c. _____

4. When using a convenience copier, how many copies are usually made from one original?

   _____

5. List six special features of copier-duplicators.
   a. _____
   b. _____
   c. _____
   d. _____
   e. _____
   f. _____

6. What two functions can an intelligent copier perform that other copiers cannot?
   a. _____
   b. _____

7. What responsibilities is a "key operator" usually charged with?

   a. _____

   b. _____

   c. _____

8. In what instance would you use an automated typewriter to perform a reprographics functions. Be brief.

9. List three capabilities possessed by composer typewriters that are not available on other typewriters.

   a. _____

   b. _____

   c. _____

10. What kind of technique is employed in phototypesetting? Be brief.

11. What is a photocomposer?

12. Briefly outline the facsimile process.

13. Name the seven factors that must be considered when trying to determine the appropriate reprographics method to use.

   a. _____

   b. _____

   c. _____

   d. _____

   e. _____

   f. _____

   g. _____

14. What is "camera-ready" copy?

15. What is meant by "cut and paste"?

RESOURCE SHEET 1

COMPARISON OF SELECTED REPROGRAPHIC METHODS

Criteria	Automated Typewriter	Convenience Copier	Copier Duplicator	Spirit Duplicator	Stencil Duplicator	Offset Duplicator
MASTER PREPARATION	Machine must be "programmed"	None; any clear, dark copy is acceptable	None; any clear, dark copy is acceptable	Typewritten or thermal master	Typewritten, electronic, or thermal master	Typewritten paper master or photo-imaged metal plate
COPY QUALITY	Excellent; an original	Varies; clear but sometimes obviously copied	Varies; can be almost "print" quality	Readable but often "fuzzy"; not easily reproduced	Clear and dark but not "print" quality	"Print" quality
NUMBER OF COPIES	1-10	1-20	11-3,000 plus	11-200 per master	30-3,000 per master	50-2,500 plus per paper master; unlimited per metal plate
APPROXIMATE PER-COPY COST	Depends upon operator's salary and the equipment used	2½¢ to 8¢	1½¢ to 4¢	½¢ to 1¢	½¢ to 2¢	½¢ and up
COLOR CAPABILITIES	None	None	Color reproduction only on high-cost equipment	Limited to color of master carbon	Limited to color of ink used	Unlimited
APPROXIMATE SPEED	175-300 words per minute	to 130 copies per minute	to 285 copies per minute	to 120 copies per minute	to 180 copies per minute	to 270 copies per minute

RESOURCE SHEET 2

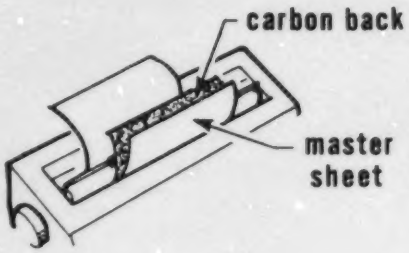
Preparing a Spirit (Fluid) Master

Preparation

1. Clean the typewriter keys or element.
2. Remove the tissue sheet found between the carbon and the master sheet.

Procedures

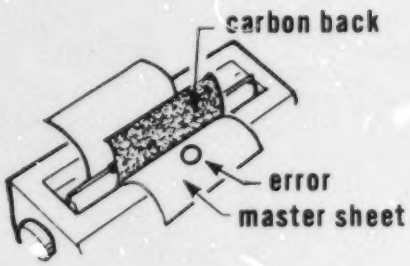
3. Insert the master into the typewriter, open end first. When the master is in the typewriter, the top of the master, facing you, should be open. The master must be inserted so that the keys or typing element strike the master sheet, NOT the carbon sheet.



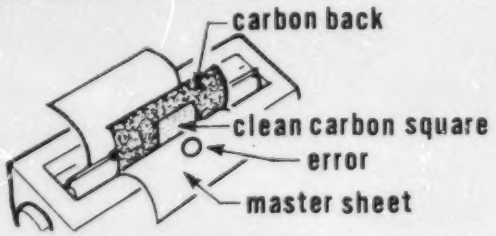
4. Using the top edge of the master sheet as the top edge of the paper, type the master as you would any original.

Corrections

5. When an error is made, roll the master forward far enough so that you can easily reach the error when the master sheet is pulled forward.



6. Using a single-edged razor blade or a correction knife, carefully scrape the incorrect letter(s) off the back of the master sheet.
7. Cut out a small, clean piece of carbon backing (large enough to cover the area in which the correction must be made).
8. Insert the clean piece of carbon, carbon side toward the back of the master sheet, between the carbon back and the master sheet.



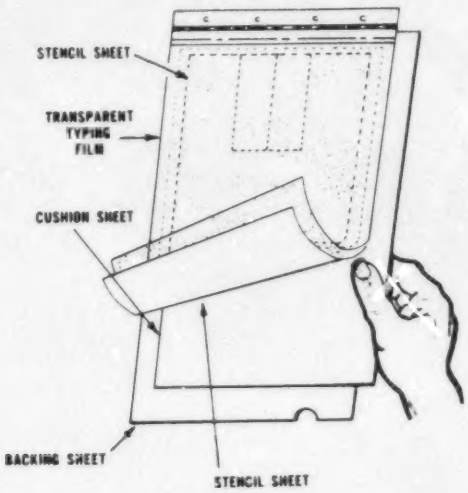
9. Roll the cylinder back down so that the line and space in which the correction is to be made are correctly aligned.
10. Type in the correction (on the front of the master sheet the correction will appear as a strikeover).
11. Remove the extra piece of carbon and continue typing.

RESOURCE SHEET 3

Preparing a Stencil Master

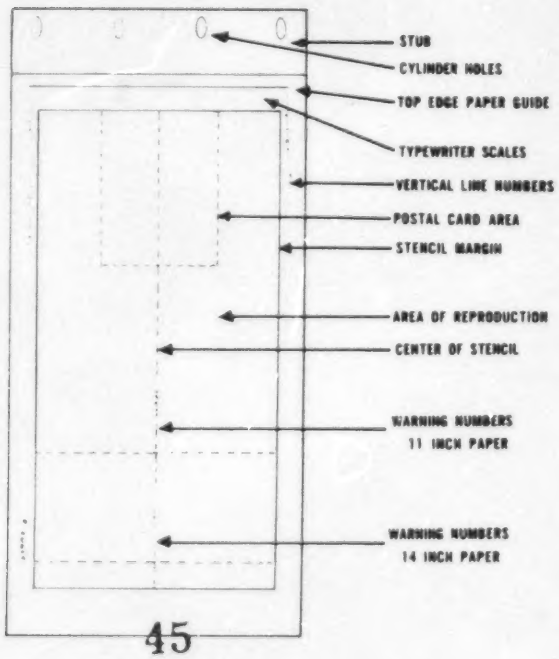
Preparation

1. Clean the typewriter keys or element.
2. Set the typewriter ribbon position indicator on "stencil" or "off ribbon."
3. Type a few lines on a piece of scrap paper to make sure the keys are free of ink.
4. Insert a cushion sheet, waxed side up, between the stencil master sheet and the heavy paper backing sheet.



Procedures

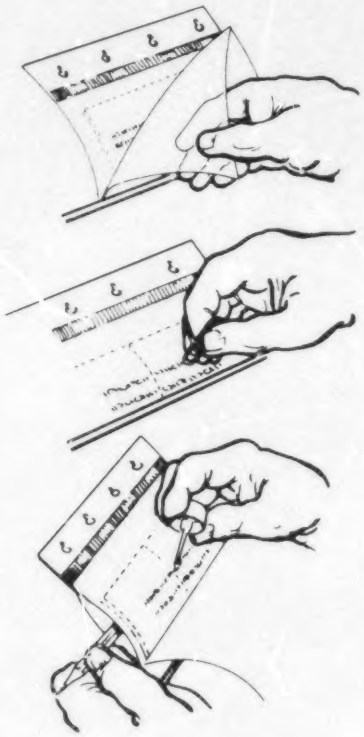
5. Study the stencil sheet so that you are completely familiar with the placement of material (the stencil guide marks are used to indicate placement of the finished copy).



6. Insert the assembled stencil pack, bound edge first, into the typewriter. As you insert the stencil pack, the paper backing should be against the cylinder. The stencil pack must be inserted so that the keys or element strike the stencil sheet, NOT the paper backing sheet.
7. Move the paper bail rollers outside the reproduction area to prevent wrinkling or accidental "cutting" of the stencil.
8. Set the margins to align with the margin guide marks.
9. Using the guide mark for line one as the top edge of the paper, type the stencil.

Corrections

10. When an error is made, roll the cylinder forward so that the error is exposed.
11. Peel back the cellophane film.
12. Gently rub the error with a burnisher or the rounded edge of a paper clip.
13. Apply a small amount of correction fluid to the error using a brushing stroke.
14. Allow the correction fluid to dry completely.



15. Roll the stencil back to the correct typing position.
16. Type the correction.

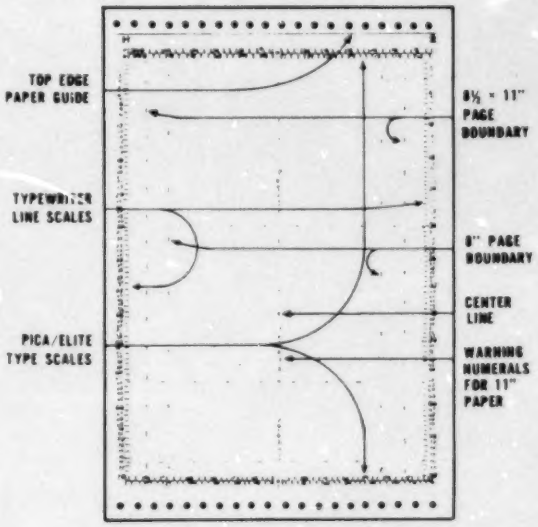
RESOURCE SHEET 4

Preparing a Direct-Image Paper Offset Master

Preparation

1. Clean the typewriter keys or element.
2. Be sure the feed rollers and the platen (cylinder) are free of ink smudges and deposits.
3. Equip the typewriter with a good carbon or offset ribbon.
4. Study the offset master so that you are completely familiar with the proper placement of material (the guide marks are used to indicate placement of the finished copy).

   NOTE: Keep hands clean and handle the master carefully. Any oil or grease on your hands will show up on the copies that are reproduced.



Procedures

5. Pick up the master by the side margins and insert it, top edge (the edge with the cylinder holes) first. The master must be inserted so that the keys or element strike the side of the master that contains the guide marks.
6. Move the paper bail rollers to the side margins of the master to prevent smudging.
7. Set the margins to align with the width of the paper on which the copies will be duplicated.
8. Using the guide mark for line one as the top edge of the paper, type the offset master.

Corrections

9. When an error is made, roll the cylinder forward so that the error is exposed.

10. USING AN OFFSET ERASER, gently erase the error until it can barely be seen.

    NOTE: When erasing, do not rest your hand directly on the master; instead, place a piece of paper over the area of the master on which your hand will rest.

11. Roll the master back to the correct typing position.

12. Type the correction.

13. To keep the master clean, place a sheet of paper over it until you are ready to duplicate it.

RESOURCE SHEET 5

Preparing a "Cut and Paste" Master

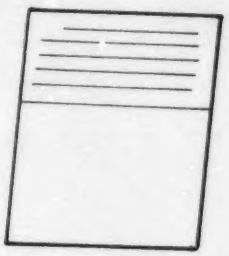
Preparation

1. Gather scissors, rubber cement, a T square or ruler, a non-reproducing pen or pencil, typing paper, and any other needed materials.
2. Clean the typewriter keys or element.
3. Using a non-reproducing pen or pencil, indicate on the original any insertions, deletions, or corrections.

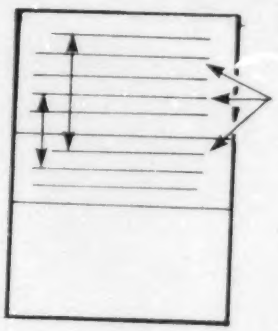
Insertions

4. Using the same typewriter on which the original was prepared, the same vertical and horizontal spacing as was used on the original, and a plain sheet of typing paper, type those items, paragraphs, or sections that are to be inserted.
5. Carefully cut apart the original at the point at which the insertion is to be made.

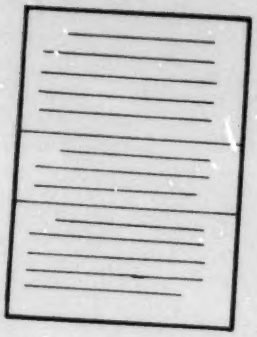
6. Apply rubber cement to the back of the top portion of the original and carefully align it on a clean sheet of plain typing paper.



7. From the sheet on which the insertion was typed, carefully cut the item, paragraph, or section that is to be inserted.
8. Apply rubber cement to the back of the insertion; then, using a t-square or a ruler, carefully align the insertion with the material already cemented to the paper. BE SURE THAT BOTH VERTICAL AND HORIZONTAL SPACING ARE THE SAME AS THEY APPEAR IN THE MATERIAL ALREADY CEMENTED TO THIS SHEET.



9. Using the same procedures as are outlined above, carefully align the remaining material from the original.



Deletions

10. Carefully cut apart the original above and below the item, section, or paragraph to be deleted.

11. Using the same procedures listed under "Insertions" for cementing and aligning, reassemble the original on a clean sheet of typing paper.

Corrections

12. Using the same typewriter on which the original was prepared, the same vertical and horizontal spacing as was used on the original, and a plain sheet of typing paper, retype those items, paragraphs, or sections that need to be corrected.

13. If the correction occupies the same amount of space as did the original item:

    a. Carefully cut the correction from the sheet on which it was typed.

    b. Place the correction over the original version to insure that it will fit correctly without obscuring any of the surrounding material.

    c. Apply rubber cement to the back of the correction.

    d. Using a T square or a ruler, align the correction directly over the original version of the same item, paragraph, or section.

14. If the correction occupies either more or less space than did the original version:

    a. Carefully cut apart the original above and below the item, section, or paragraph the correction will replace.

    b. Treating the correction as an insertion, follow the directions contained in numbers 6 through 9 under "Insertions."

RESOURCE SHEET 6

Instructions for Activities

Activity 1

Instructions

1. Locate Resource Sheet 1 entitled "Comparison of Selected Reprographics Methods."
2. Locate Activity Sheet 1.
3. Carefully read each description shown on the activity sheet.
4. Using the information on Resource Sheet 1, determine the most appropriate reprographics method to be used for each situation described.
5. In the space provided to the right of each description on the activity sheet, record the reprographics method that would be most appropriate for the situation. Choose from the six methods discussed on Resource Sheet 1.

Activities 2-6

Overview

You are employed as secretary to A. L. Day, Sales Coordinator of Derby Books. The situations described in Activities 2-6 (on the following pages) occur in the planning and executing of a major sales promotion involving some of Derby's "best sellers." Because of the variety of stages involved, the message goes through several stages of development. At each stage, the "best" method for reproducing the required number of copies must be selected. The "best" method is that which is most appropriate in terms of copy quality, number of copies needed, and cost of the process.

Each of the activities requires selection of an appropriate reprographics method and preparation of a master. Only one basic message is provided, with variations for adapting the message to the situation described.

To complete each of the activities, follow these steps:

1. Locate Resource Sheets 1-5.
2. Carefully read the description of the situation, which is provided for each activity.
3. Using the information contained in Resource Sheet 1 and that provided in the slide/tape presentation, determine the most appropriate reprographics method for the situation described.
4. Using the directions provided for the reprographics method chosen and the handwritten message shown on the next page, type the master, making any changes indicated.

5. Proofread the completed master and correct any errors.

*6. Duplicate five copies of the completed master.

*Complete step six only if requested to do so by your instructor.

Message

Listed below are our five best selling publications and the cost and profit figures for each. These books have been on our "best seller" list for the past thirty days, and each of them is included on the list of the 25 best selling books nationally.

Title	Wholesale Price	Retail Price	Regular Profit	Additional Profit	Total Profit
Cambrie	$8.73	$13.97	$5.24	$.18	$5.42
Developing Personal Resources	7.03	11.25	4.22	.14	4.36
Western Heroes	6.14	9.84	3.68	.12	3.80
Bright Colors	5.17	9.14	3.43	.11	3.54
Blue Collar Jobs	4.33	6.93	2.60	.09	2.69

Since the success of these publications depends on the display placement and the publicity they receive in your store, we we are offering you an additional 2 percent commission on any sales of these five publications that occur between November 1 and January 1. As you can see from the table, this additional commission can amount to as much as 18 cents for each book sold.

To take advantage of this offer, keep a record, by title, of all books sold (a copy of your sales receipt will suffice). Then, at the end of the promotion period but before January 10, prepare a sales report on these five publications for the 60-day promotion period. Send to me that report and copies of the your sales receipts that ~~contain~~ identify sales of these books. Within four weeks you will receive notification of the additional amount of commission to which you are entitled.

Situation, Activity 2

Prepare a camera-ready copy of the message. Make any indicated corrections.

Situation, Activity 3

After checking the camera-ready copy completed in Activity 2, your employer suggests some changes. Use the camera-ready copy to prepare a cut-and-paste master containing the following changes:

1. At the top of the master, in all capital letters, type the words FOR DISCUSSION ONLY.
2. Delete the second sentence of the first paragraph.
3. Transpose the table and the second full paragraph.
4. Add a final paragraph to read: "I hope you will join us in this final sales promotion of the year."

Seven copies of this message are needed for distribution to and discussion by the seven members of the Executive Board of Derby Books. This group will determine the appropriateness of the suggested sales promotion.

Situation, Activity 4

The Executive Board has agreed to support the suggested sales promotion. However, before making that announcement to the local distributors, you are instructed to solicit suggestions for changes to the message. These suggestions will come from the 25 members of the sales staff.

Prepare the message to the sales staff in the form of a memorandum from A. L. Day, Sales Coordinator. Use the message approved in Activity 3. Immediately above the message, insert the following note in all capital letters:

> PLEASE READ AND RESPOND TO THE FOLLOWING ANNOUNCEMENT OF OUR LATEST SALES PROMOTION, WHICH WILL BE OFFERED TO ALL LOCAL DISTRIBUTORS OF DERBY BOOKS. WRITE SUGGESTIONS FOR CHANGES TO THE ANNOUNCEMENT DIRECTLY ON THIS COPY AND RETURN IT TO ME BEFORE NOON ON FRIDAY.

(Since this memorandum will be used in-house only, the reprographics method used should be inexpensive; and copy quality need only be adequate.)

Situation, Activity 5

After the sales staff recommendations have been received, a copy of the revised message must be sent to each of the 324 home office employees of Derby Books. Each employee will need an inexpensively produced but easy-to-read copy.

Prepare the message with the changes listed below:

1. At the top of the master, insert the following note in all capital letters:

   FOR YOUR INFORMATION--ANNOUNCEMENT OF OUR WINTER SALES PROMOTION. FILE FOR FUTURE REFERENCE.

2. Sign A. L. Day's name to this brief note and initial the signature to indicate that you signed it.

3. In paragraph 1, sentence 1, change "Listed below are . . ." to "The table below shows . . ."

4. List the books in the table in alphabetical order.

Situation, Activity 6

Prepare the finalized message (approved as sent to the employees, Activity 5) as a form letter to be sent individually to approximately 5,000 distributors of Derby Books. Leave room for the inside address and the salutation to be inserted individually on each letter.

Since these items must be inserted after the form letter has been duplicated, the copy quality must be as close to that of actual type as possible. In addition, since the letter will be sent to such a large number of individuals, the reprographics method should be that which is the least expensive but which will provide high-quality copy.

Add an appropriate complimentary close and, in the signature block, insert the name A. L. Day, Sales Coordinator. Sign Day's name and initial the signature.

ACTIVITY SHEET 1

Activity 1

INSTRUCTIONS: Determine the most appropriate reprographics method for each situation listed below. Record your answers in the spaces provided.

1. Letters to the 10 persons who donate at least $15,000 annually to your charitable organization. _____

2. Form letters to 50,000 potential customers. _____

3. A file copy of an outgoing letter. _____

4. A short memorandum to the 17 departmental secretaries in your company. _____

5. A company newsletter containing photographs, charts, illustrations, etc. _____

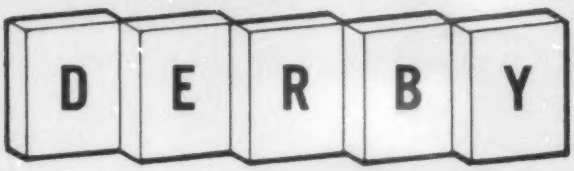
6. Ten copies of a 14-inch by 16-inch four-color illustration to be used in an advertising campaign. _____

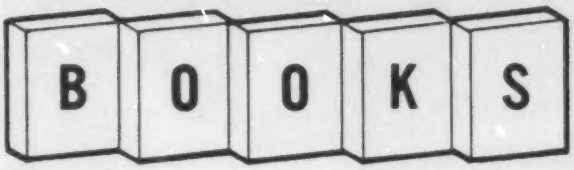
7. A promotional letter to be printed in dark blue ink on buff paper and sent to 2,000 active members of the university alumni association. _____

8. Fifteen copies of an incoming letter of complaint. _____

9. A short form requesting change of address information from the 134 employees of your firm. _____

10. A test to be taken by 400 students. _____





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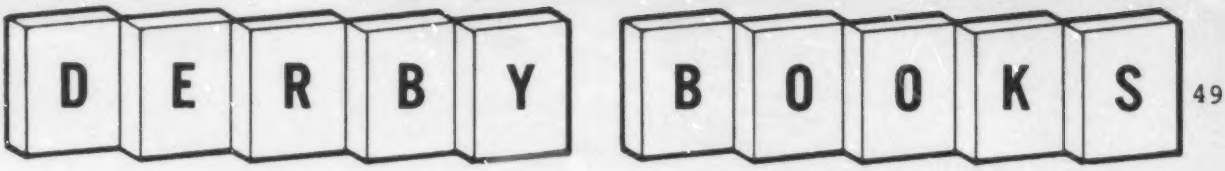

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